

typography

Play+ Typography Guide This is our belief Typography performs In Play+, typography is not just a utilitarian necessity — it is a performance. Our type system expresses both our Distinct and Intuitive pillars. It speaks with clarity, rhythm, and character, enabling content to feel as natural as a conversation. Typography in Play+ doesn't just organize content — it performs. With intention, rhythm, and voice, our type choices transform interfaces into fluent, brand-native conversations.

Core Principles of Typography

- Hierarchical Design Guideline Use a consistent type scale to guide the user through content accurately. Developer Implementation Use semantic HTML tags (h1-h6). Map to `$font-heading-*` tokens. Never skip heading levels.
- Readable Design Guideline Body text must be legible in long-form, with optimal font size, line height, and line length. Developer Implementation Use `$font-body-1`. Limit width using `$content-line-measure (~75ch)`.
- Expressive Design Guideline Typography must reflect brand personality while staying clean and confident. Developer Implementation Use web fonts with `font-display: swap`.

Adaptive Design Guideline

Type scale should adapt fluidly across breakpoints and screens to be adaptive. Developer Implementation Use `rem` units and `clamp()` for scalable text.

Our Typeface System: The Trio of Roles

- The Typographic Scale
- Token Name / Role
- Font Family Weight Size Line Height

Token	Font Family	Weight	Size	Line Height
Hero Title	PP Neue Machina	Bold	3.75rem / 60px	1.2
Heading 1	Mulish	Bold	3rem / 48px	1.2
Heading 2	Mulish	Bold	2.25rem / 36px	1.25
Heading 3	Mulish	Semibold	1.875rem / 30px	1.3
Subtitle	Mulish	Regular	1.5rem / 24px	1.4
Body Text	Inter	Regular	1rem / 16px	1.5
Small Body	Inter	Regular	0.875rem / 14px	1.5
Label / Button	Inter	Medium	0.875rem / 14px	1.2
Caption	Inter	Regular	0.75rem / 12px	1.3

Platform-Specific Implementation

- Web Use `"rem"`
- iOS Use `"pt"`
- Android Use `"sp"`

Spacing Rules

Vertical spacing should derive from the element's line-height. Use `$space` tokens for consistent inter-block rhythm.

Hierarchy Enforcement

Never use a heading token on non-heading semantic elements (e.g., don't use `$font-heading-h3` in a `<p>`). Create utility styles when needed for similar looks without breaking semantics.

Customizing the Typography

- We believe in metamorphic design. Swap tokens, keep structure.
- // Define custom fonts `$my-brand-serif: "Georgia", serif;` `$my-brand-sans: "Helvetica Neue", sans-serif;`
- // Override Play+ tokens `$font-family-heading: $my-brand-serif;` `$font-family-body: $my-brand-sans;`

Guidelines for Customization

: Choose fonts with full weight families (Regular, Medium, Semibold, Bold) Test across breakpoints to ensure legibility and tonal match

Typography in Motion

- Typography should feel alive, not static.

Recommendations

Fade-in or upward rise on heading reveal Labels animate upward on input focus Smooth resizing on screen transitions using `clamp()`

Component-Level Typography Map

- Component Role Token Used Font

Component	Role	Token	Used Font
Button	Label	<code>\$font-label</code>	Inter
Modal	Title	Heading 2	<code>\$font-heading-h2</code>
Input	Label	Caption	<code>\$font-caption</code>
Inter	Card	Title	Heading 3
Card	Body	Body Text	<code>\$font-body-1</code>
Inter	Toast	Message	Small Body
Small	Body	<code>\$font-body-2</code>	Inter
Hero	Section	Hero Title	<code>\$font-display</code>
PP Neue Machina	Typography	Quick Guide	■

Do's

- : Use heading tags correctly and in order
- Keep line length to ~75 characters
- Use semantic tokens, not raw styles
- Choose expressive fonts for brand, neutral for function

Don't

- : Skip heading levels (h1 → h3)
- Apply heading tokens to non-headings
- Use more than 2-3 fonts per interface
- Rely on pixel values over tokens

This is the voice of your product. Let it be bold, legible, and beautifully yours.